

X373381

Buy Detail Report

Revision #: Date: 7/26

11:1

Agent: Adelstein/Liston
 Media: TV
 Product: Pueblo United for Angela
 Market: Colorado Springs
 Primary Demo: Adults 35+
 Separation between spots: 30

Estimate: 3681
 Description: Pueblo United for Angelo - TV
 Flight Start Date: 7/29/2013 05:00 AM
 Flight End Date: 8/4/2013 04:59 AM
 Buyer: Candy Kyle

Estimate Comments: SCHEDULE STARTS TUESDAY.

Line	Daypart Program	STN Gross	Dur	Wks 7/29	Total Spots	Adults 35+ Rtg/CPP
XRM-TV						
30	MTuWThF 6:00a- 7:00a FOX21 NWS@6AM	\$75.00	30	4	4	1.0 \$75.00
41	MTuWThF 7:00a- 9:00a FOX21 MORNING NEWS	\$75.00	30	8	8	2.0 \$37.50
42	Su 8:00a- 9:00a FOX NWS SUNDAY	\$125.00	30	1	1	2.5 \$50.00
43	MTuWThF 5:30p- 6:00p BIG BANG THEORY	\$250.00	30	4	4	2.0 \$125.00
44	MTuWThF 6:00p- 6:30p BIG BANG THEORY	\$350.00	30	4	4	4.0 \$87.50
45	MTuWThF 6:30p- 7:00p FOX21 NWS@630	\$250.00	30	4	4	2.0 \$125.00
46	Tu 7:00p- 9:00p SO YOU THINK YOU CAN DANCE	\$550.00	30	1	1	3.0 \$183.33
47	W 7:00p- 8:00p MASTERCHEF	\$900.00	30	1	1	5.0 \$180.00
48	W 8:00p- 9:00p MASTERCHEF	\$1,300.00	30	1	1	7.0 \$185.71
49	MTuWThF 9:00p-10:00p FOX21 NEWS @ 9	\$350.00	30	2	2	2.0 \$175.00
50	Sa 9:00p- 9:30p	\$250.00	30	1	1	3.0

Buy Detail Report

Revision #: Date: 7/26/13
11:13

Client: Adelstein/Liston **Estimate:** 3681
Media: TV **Description:** Pueblo United for Angelo - TV
Product: Pueblo United for Angela **Flight Start Date:** 7/29/2013 05:00 AM
Market: Colorado Springs **Flight End Date:** 8/4/2013 04:59 AM
Primary Demo: Adults 35+
Separation between spots: 30 **Buyer:** Candy Kyle

Estimate Comments: SCHEDULE STARTS TUESDAY.

Line No	Daypart Program	STN Gross	Dur	Wks 7/29	Total Spots	Adults 35+ Rtg/CPP
KXRM-TV						
	FOX21 NEWS @ 9					\$83.33
51	Su 9:00p- 9:30p FOX21 NEWS @ 9	\$350.00	30	1	1	4.0 \$87.50
52	MTuWThF 10:30p-11:00p TWO&HALF MEN B	\$125.00	30	4	4	1.0 \$125.00
53	MTuWThF 11:00p-11:30p KING OF QUEENS	\$90.00	30	4	4	1.0 \$90.00
54	MTuWThF 11:30p-12:00a FRASIER	\$90.00	30	3	3	1.0 \$90.00
Total Spots:					43	
Total GRP/GIMP(000):					91.5	91.5
Total CPP/CPM:						\$104.97
Total Cost:		\$9,605.00			43	
Station Monthly Summary						
AUG 13		\$9,605.00			43	
Total Cost:		\$9,605.00			43	